

CITY OF MANCHESTER
PLANNING AND ZONING COMMISSION
MEETING MINUTES
MONDAY, NOVEMBER 14, 2011

COMMISSIONERS

Jason Truesdell, Chairman (Term to 2014)
James Labit, Secretary (Term to 2012)
Joni Korte (Term to 2012)
Tom Brown (Term to 2013)
Jack Fluchel (Term to 2014)
Mark Smith (Term to 2014)

CITY OFFICIALS AND STAFF

Dave Willson, Mayor
Mike Clement, Alderman, Ex-Officio member
Franz Krintz, Planning and Zoning Director
Cynthia Holten, Recording Secretary

CASES

REPRESENTATIVES OF CASES

#11-SP-004

A site plan amendment is sought by Bruce Brenton of 513 Joyce Ann for his new residence. The property is zoned R-1 Single Family Residential.

- **Mr. & Mrs. Bruce Brenton**
513 Joyce Ann
Manchester, MO 63021
Phone

#11-SUP-005

A Special Use Permit is requested by Tim Meyers & Ryan Courtois of Renovations by Hoods to open a home improvement center at 14250 Manchester Road. The property is zoned C-1 Commercial.

- **Renovations by Hoods**
Tim Meyer & Ryan Courtois
408 Kehrs Mill Road
Ballwin, MO 63011
314 482 4677 (Meyer)
314 267 6028 (Courtois)
- **Lathrop & Gage**
Matthew Jacober
7701 Forsyth Blvd. Ste. 500
Clayton, MO 63105
314 613 2800

1. CALL TO ORDER

Commissioner Truesdell called the Planning and Zoning meeting of November 14, 2011 to order at 7:00 p.m.

2. ROLL CALL

Commissioner Truesdell asked the Recording Secretary to take roll.

Commissioner/Secretary James Labit	Excused	Chairman Jason Truesdell	Present
Commissioner Jack Fluchel	Excused	Commissioner Mark Smith	Present
Commissioner Joni Korte	Present	Alderman Mike Clement	Present
Commissioner Tom Brown	Present	Director Franz Krintz	Present
Mayor David Willson	Present	Cynthia Holten, Recording Secy	Present

3. **APPROVAL OF MINUTES**

Commissioner Brown made the motion to approve the minutes of October 24, 2011. Motion seconded by Mayor Willson; motion approved by voice vote. The vote taken was recorded as follows:

<u>Ayes</u>	<u>Nays</u>	<u>Abstentions</u>	<u>Excused</u>
5	0	0	2

4. **APPROVAL OF AGENDA**

Commissioner Truesdell asked if there were any changes to the agenda. Commissioner Truesdell made the motion to approve the agenda as presented. Commissioner Smith seconded; motion approved by voice vote. The vote taken was recorded as follows:

<u>Ayes</u>	<u>Nays</u>	<u>Abstentions</u>	<u>Excused</u>
5	0	0	2

5. **OLD BUSINESS**

- A. **CASE #11-SP-004** – A site plan amendment is sought by Bruce Brenton of 513 Joyce Ann for his new residence. The property is zoned R-1 Single Family Residential.

Mr. Bruce Brenton requested an amendment to the site plan to remove the rain barrel requirement. Commissioner Truesdell asked Mr. Brenton if there was anything to supplement his testimony from the last meeting and Mr. Brenton said that the situation is the same and that there was nothing that the Commission didn't already have.

Director Kraintz said nothing has changed since the last meeting. He said by way of background, for the water quality standards that the city has imposed, the Commission has the discretion to implement those standards on new development. When Mr. Brenton was provided his site plan review for the Commission's approval, it was agreed that rain barrels would be installed. But as Mr. Brenton explained at the last meeting, the rain barrels were not installed and the completion of the site plan could not be signed off nor could the deposit be returned.

Commissioner Truesdell confirmed that this particular deposit is \$1,000, but Director Kraintz explained that the refundable deposit amount has since been changed to \$2,500 for future developments. Commissioner Truesdell asked if staff had a problem with the site plan amendment. Director Kraintz said the whole idea of adopting water quality treatment and standards as dictated from the Dept. of Natural Resources, MSD, and municipalities is to try to improve water quality through various methods. Mr. Brenton has installed drain tiles at the end of his downspouts and these carry throughout his yard the water dissipates through the pop up mechanism when it overflows. The only thing absent are the rain barrels.

Commissioner Truesdell confirmed that the water from the impervious surface drains to the street. Director Kraintz said by his calculations was that the greatest increase in impervious surface was from the driveway, which is untreated.

Commissioner Korte had no questions.

Commissioner Brown said he'd reviewed the Brenton property and that there was about 48 feet from the rear to the back of undisturbed land and another 10 ft. that was disturbed and had a swale to move the water. He said he also talked to the neighbors and they had no issues. He said if one faces the back of the house there is a berm on the left and the same thing to the right. He said he understands the need to go "green", but in this case there are no issues with the drainage on this property. He said Mr. Brenton has made a great improvement and that Joyce Ann in general had other issues other than water

problems. To hold back Mr. Brenton's deposit would be penalizing him for something that is not an issue and said he felt the full deposit should be returned.

Mayor Willson had no comments or questions.

Commissioner Smith said he'd reviewed the Brenton property and looked at the layout of the drainage system and didn't see how further work is going to enhance water quality or affect the water quantity either. He suggested the Commission waive the requirement, sign off on the amendment and refund the deposit.

Alderman Clement said he concurs that there really isn't an issue. He said we as a Commission need to be a bit more discerning when we exercise this drainage requirement, because we could be incurring considerable cost to the price of the home for the resident. He relayed an incident of a friend who had to pay \$500+ for his drainage system. We need to ascertain if all homes really need it. He said there are cases where this kind of draining system is beneficial particularly where properties are sitting above properties, adding that Boxwood is a good example of that. He said Brenton's property doesn't have steep slopes or high elevations. He said the Commission should move forward and give the Brenton's a waiver on this, especially since this whole thing was caused by the developer going out of business in the final months of the project. He said as a Commission we need to think seriously about whether these costs are really necessary.

Commissioner Truesdell concurred with the comments and agreed that the Commission needs to more carefully review the needs of these rain barrel systems for future cases. He said the Commission's job is to make sure we set rules correctly and that those rules are followed. However, we should not be a purely bureaucratic organization and look at extenuating circumstances like this one. He said he was in favor of approving the amended site plan and thanked Mr. Brenton for returning to discuss this.

Commissioner Brown made the motion to approve CASE #11-SP-004 including removal of the requirement for the rain barrels and the return of the \$1,000 refundable deposit. Commissioner Smith seconded the motion; it was passed by voice vote. The vote taken was recorded as follows:

<u>Ayes</u>	<u>Nays</u>	<u>Abstentions</u>	<u>Excused</u>
5	0	0	2

6. NEW BUSINESS

- B. CASE #11-SUP-005** – A Special Use Permit is requested by Tim Meyers & Ryan Courtois of Renovations by Hoods to open a home improvement center at 14250 Manchester Road. The property is zoned C-1 Commercial.

Mr. Matthew Jacober, attorney with Lathrop & Gage, is representing Mr. Meyers and Mr. Courtois. Mr. Jacober gave each of the Commissioners and City Attorney a three ring binder of materials he'd prepared. He said he thinks there has been a bit of a miscommunication between the Commission and his client regarding what this center is. He said it is not a home improvement center in the sense it is not a Home Depot or a Lowe's. There will not be any tools sold there. All things sold will be used for renovations, remodeling or construction of a new bathroom or kitchen. These materials will include cabinets, plumbing fixtures, and flooring for those two areas of the home like ceramic tile, wood floors and things of that nature but no carpeting will be sold.

Mr. Jacober said the vision for his clients for Renovations by Hoods store is retail space in what is now vacant space. Mr. Jacober said that his client will make the city proud of their operation. Hoods is different than a lot of other retailers that are doing this kind of store. They are a small, family-owned company, locally owned and because they are small, and because of how their business model works they can buy their products on a different basis. And by buying their products on a different basis, they can sell their products to the public at a much lower price.

Mr. Jacober pointed out from the notebooks given to the Commission, they're not selling or contemplating selling last year's plumbing fixtures. These are all brand new plumbing fixtures to the market right now. And this is the same thing with the cabinets. Almost all the cabinets are American made and many are made by the Amish. He said he believes this store fits into the nature of the storefronts that are right here along Manchester Road. This store will be similar to Weekends Only and to the Nordstrom Rack. He said they are different because they won't be selling last year's merchandise, but this year's merchandise. This will not be a close-out center.

Mr. Jacober said staff had been directed to look at the current store on Telegraph Road. He said this was not done to show that the Telegraph Road store and the Manchester Road store would be identical. That is a prototype and is similar in nature but the store here is going to be much different and much nicer than Telegraph Road. This store will have much higher end merchandise. He said we understand that we will be in west St. Louis County and what our market is; we understand who we will try to sell to and we understand we will have to sell to people who live around here and that's a higher level.

Mr. Jacober then referred to the binder he'd given the Commissioners. The binder was entitled, "Renovations by Hoods" and contained seven product catalogs (Welborn Cabinet, Inc, Kountry Wood Products, Bain Ultra, Aquatic Bath Style, Toto, Grohe, and Moen) and a number of loose papers that consisted of several untitled CAD drawings of kitchen and floor layouts and several color print outs of empty rooms, cabinets, and plumbing fixtures.

Mr. Jacober described the loose papers as different renderings and views of the floor plan of this location. He said this floor plan has different display areas for the different products that they intend to sell as well as an area where the tile and backsplash will be sold, an area for the flooring, and also some design centers where designers can sit down and help customers design their dream kitchen or bath.

Mr. Jacober said a concern of City staff concerned possible areas of the store where furniture was going to be assembled, but as the rendering shows, there is no assembling area. This is not the intention or goal of the store. He said his client has a different vision of what he wants this store to be. He said they will also be selling granite countertops in addition to the cabinets, plumbing fixtures and flooring that they typically sell. The displays for the granite countertops will be incorporated into the actual display areas for the different model kitchens and bathrooms. There will be other areas where samples can be purchased.

The granite is bought through a local St. Louis company, Stone Pros. He said he believes all those renderings demonstrate what the store is going to look like and his client is very proud of this upgraded concept and how this store is going to look. He then directed the Commissioners to look at the catalogs. He said they are representative of the kinds of product that are going to be sold at this location. He said not every display shown will be sold there, but these are the likeness and character of the merchandise they are going to be selling as well as some discussion about some of the different cabinet makers who are going to be represented and their items sold at this location. He said Timberlake Cabinets in Nashville, TN, is one them and there are some pictures of their products. He said TOTO is an upper end bathroom accessories and fixtures line. He said they make expensive stuff apparently and they are going to have a TOTO gallery where it will just be TOTO products. He said there are many more of the upscale products that are going to be sold at this location.

Mr. Jacober said when he talked with his clients, they describe this as a smaller Expo Design Center where they sell the upper end products, but sell in a way that is at a more advantageous price for the consumer and, of course, a much smaller footprint store.

City Attorney Mr. Patrick Gunn presented the City's concerns regarding this issue. He said Hoods established its reputation in St. Louis as a railroad salvage business and its name is widely recognized as such. He was not suggesting that items discussed here are railroad salvage ones, but the name Hoods has developed its recognition through the sale of railroad salvage items.

Mr. Gunn said prior to its Special Use Permit application submittal, the applicant expressed that it wanted to open a Hoods store. Director Kraintz indicated his uncertainty whether it would be approved or not. The applicant stated in those discussions that it was upgrading its product line and City staff should look at the Telegraph Road store as the new prototype. This is the location at 2908 Telegraph Road. Director Kraintz then discussed the matter with Mr. Gunn because of concerns he had.

Mr. Gunn said he personally went down and inspected the Hoods on Telegraph Road and I am led to believe that Mayor Willson and Director Kraintz also inspected that location. Prior to submission, Director Kraintz was told by the applicant that it would rename the business something other than Hoods to overcome the generally recognized impression associated with the name Hoods.

Mr. Gunn said the Special Use Permit before you for "Renovations" was then filed on June 21, 2011. Attached to the application was a binder of sorts with a description of the applicant's proposal, a floor plan and photos. He said we did not find anything at the Telegraph Road store like the photos attached to the application for the Special Use Permit. He said he has marked the original submitted application including the photographs as City's Exhibit 1.

Mr. Gunn said Director Kraintz was also told that the Manchester location would generate \$500,000 per month in gross sales; that is \$6 million per year. He said that number has since been modified significantly. He said he hopes with the agenda packets before you this evening, you have photographs of the Telegraph Road location and you will note that those photographs show half of the space to be sort of finished but the other half to be very warehouse looking.

Mr. Gunn said he thought it would also be instructive for the Commission if we also took photographs of some of the other Hoods locations in this area such as the Old Halls Ferry Road location as well as the Natural Bridge location. He said he has marked those photographs (Telegraph Road, Old Halls Ferry, Natural Bridge locations) as City's Exhibits 2, 3, and 4.

Mr. Gunn said that he and Director Kraintz become increasingly concerned about the differences between the Telegraph Road, Old Halls Ferry and Natural Bridge locations and what was being shown on the photographs attached to this Special Use Permit application, marked City's Exhibit 1. He said when Director Kraintz inquired of this apparent discrepancy, he was told that the photos attached to the application were not of the Hoods location but of some other business on Olive Boulevard in Olivette. He said both he and Director Kraintz are not comfortable in recommending that a Hoods similar to the Telegraph Road, Old Halls Ferry, or Natural Bridge locations be placed in the heart of Manchester.

Mr. Gunn said he would like to again emphasize that Mr. Jacober in his opening remarks talked about how there would be in this proposed location granite countertops and samples, and if you look at the photographs of the three other locations you'll see how those samples are displayed on pallets, and racks and racks of samples of granite stone.

Mr. Gunn said his involvement comes about because of Director Kraintz's initial instinct that the approval of a use like the Hoods on Telegraph Road, Old Halls Ferry, and Natural Bridge could open up the entire Manchester Road corridor for discount warehouse uses which Director Kraintz feels might be inappropriate especially considering the current application is for property immediately across from this facility.

Mr. Gunn said Director Kraintz's concerns involved a number of issues all of which led him to conclude that a Hoods in the heart of Manchester would not be a quality commercial development as is required by our zoning regulations. He said in addition he believed that the record establishes that a Hoods in the heart of Manchester, will adversely affect the character of that neighborhood, will adversely affect the general welfare of the community, is inconsistent with good planning, cannot be operated in a manner which is not detrimental to the permitted uses in the surrounding area, and cannot be developed and operated in a manner to is visually compatible with the permitted uses in this surrounding area. He said we would ask that Article 10, of Chapter 405 or the Manchester Code of Ordinances be made a part of this record.

Mr. Gunn said speaking for the staff, we would urge the Commission if you find the application to be unacceptable for those reasons stated this evening and for those exhibits before you, that your forward your unfavorable recommendation on this application to the Board of Aldermen.

Alderman Clement asked if Mr. Gunn had identified the conditions. He said he knew there had been some discussions about conditions with Mr. King. Mr. Gunn said we had discussions with Mr. King about the conditions, but unfortunately we could not reach an understanding of those conditions. There were a number of them and he didn't know which of those were otherwise objectionable to the applicant but he knows that in our view of some significance was the fact that Hoods was going to be the name at the location. He said to be perfectly candid if the business were to be operated as "Renovations" as originally suggested, we believe that there may be some conditions that we could establish that would be adequate to protect the City. But considering the applicant was insistent that it be a Hoods location, and considering what we have seen at other locations that they directed us to, we would suggest that this is not the kind of use that is compatible in this area or across from the Manchester Highlands development in the Manchester corridor.

Alderman Clement said we often see the layout and look of the new businesses as in the case of Weekends Only. The staff worked with that developer and helped him redesign the front. We looked at Nordstrom Rack and were shown what the front of that store was going to look like even down to landscaping. All of the buildings in this Highlands development have gone through a review of this Commission. He said we were shown the frontal views, side views, elevations, signage and landscaping so that the Commission knew exactly what it would look like. He then suggested to Mr. Gunn that these details be part of an additional condition. Mr. Gunn said that the questions of what enhancements or changes, if you will, to the exterior of the building were planned were asked of Mr. King and his response was that they had no intentions of making any changes to the exterior of the building. He said there have been no discussions about what would be those changes or enhancements and how would they be maintained or any of that since that was not part of their application. Alderman Clement said there still will be some sort of identifying sign that ... Mr. Gunn interjected that the sign would read, "Renovations by Hoods". Alderman Clement said he would still like to see what that looks like.

Commissioner Truesdell said from a procedural standpoint if the Commission were to decide to make an unfavorable recommendation on the Special Use Permit application to the Board of Aldermen, thus the Special Use Permit was denied, could the applicants resubmit or apply again. Mr. Gunn said he believes there is a provision in the Ordinance to the length of time or waiting period between applications. He said if they change it and it becomes a different application and there would be no problem. Commissioner Truesdell asked what if they just changed their name. Mr. Gunn said simply changing the name is not considered a use only an identifier so the changes would have to be more than that.

Commissioner Truesdell said if he understood correctly there were some photos in the application that were not of a Hoods store, but were they representative of a Hoods store. Mr. Gunn said that it was his understanding that the photos that were attached to the original booklet that was provided were not photographs of a Hoods location but of another business on Olive and were not representative of what he saw at the Hoods Telegraph Road store or of the Old Halls Ferry and Natural Bridge locations. He added that he didn't know where the photographs shown this evening come from. He didn't think they came from a Hoods location, but that Mr. Jacober may be able to answer that question.

Commissioner Smith said the Project Report from 9/1/2011 talks about the fact that there were conditions discussed regarding the application. Although he didn't know what those conditions were since they were not in the report, however the report stated that the Hoods applicant agreed to all conditions except for keeping the name "Hoods". Mr. Gunn said that is a fair representation of the conditions that the staff proposed, but did not include any conditions regarding the exterior of the building only about the use itself. He said it is fair to say that all the conditions were accepted but for the fact that instead of "Renovations" which is on the original application submitted, it is going to be "Renovations by Hoods". He said this name was something he'd discussed this with Mr. King on several occasions as a significant concern to the City staff.

Mr. Jacober asked if it would be okay for him to confer with his clients or invite them up to speak to answer a question. Commissioner Truesdell said it would, but they would have to sign in and announce their name at the podium. Mr. Jacober said they would certainly comply with the rules.

Mr. Jacober said he wasn't sure which question to address first, but it appears that the biggest issue is the name. He said Hoods has been around St. Louis since 1948. My clients believe that Hoods in St. Louis to many many people means kitchens and baths. That's why we believe it is important for the name of the store to be "Renovations by Hoods". He said it distinguishes it from the Hoods at other locations and by having the name "Hoods" we believe that people are going to understand that this is the place you can go to get quality, good merchandise at a good price. And that's always important.

Mr. Jacober said to address the Natural Bridge and New Halls Ferry stores, those are not owned by his clients. Those stores are owned by another family member so the character and the look of those stores is something we don't control and which has nothing to do with how this store is going to look once it's constructed and up and running.

Mr. Jacober said they can certainly give the Commission a mock up of the sign which we envision having in front of the store as quick as possible as soon as we hear that that is something that is necessary. He said they believe that by looking at the mock ups that you see a different store than what has been previously done by Hoods and that's why the name is "Renovations by Hoods" and not "Hoods". He said they believe that this is a store that fits the character and nature of the City of Manchester. He said he doesn't want to repeat everything he said before but is more than willing to answer any questions.

Commissioner Truesdell said Attorney Gunn has already given us a substantial report and comment but asked if Director Krintz had anything to add. Director Krintz said that Attorney Gunn did reflect the staff's position on this from the name change, to the lack of elevation views and have nothing further to add.

Commissioner Korte asked if the latest plan that was provided represent the entire 22,000 sq. ft. of the building. Mr. Jacober said everything but the loading dock. Commissioner Korte said it looks like primarily a showroom and design center and not a distribution. Mr. Jacober said that it is a showroom. Commissioner Korte asked if the products would be distributed from an off site warehouse. Mr. Jacober said that his clients have warehouses and delivery services where the products will be kept. He added that there will be some products that will go in and out as we rotate displays in and out, but there will be no products sold to people from there or very little perhaps some plumbing fixtures and smaller items, but no cabinets, no countertops and no flooring. He said no one will be walking out with a shopping cart full of ceramic tile. Commissioner Korte said there are a lot of interior finishes and an exterior mock up would be good.

Commissioner Brown asked the first amount we were given was \$6 million dollars what has changed so drastically and what is the amount now. After conferring with his clients, Mr. Jacober said they estimated that after the first year the average will be about \$300,000 a month. He said we believe based on our projections and experience that by year two those sales will reach that average of \$500,000 a month. He said it will take a little bit to get that foot hold.

Commissioner Brown said you have given us a pile of books that shows what you're going to sell but you have not given us what the storefront, the sign, the basic interior, or the landscaping going to look like. He said he was not comfortable at all making a decision without this information. This Commission has basically nothing. Then you tell us you're not associated with the other Hoods stores but provide pictures intimating that these are what your stores are going to look like. He said then we are told there is another member of the Hoods family. Mr. Courtois spoke up from the audience and said that he had not given the Commission those pictures, but that the City Attorney had. Mr. Gunn corrected Mr. Courtois and pointed out that Commissioner Brown was referring to the photographs, along with other papers, that had been in the original booklet that was provided to staff by the applicant in September. Mr. Courtois again spoke up from the audience and said those pictures were requested by Director Krintz.

Mr. Jacober said the pictures that were attached to the original application were pictures of our store. Mr. Ryan Courtois, the applicant and owner of the proposed "Renovations by Hoods" said Director Krantz asked to see what our displays would look like so he went to ISC Services, since they are helping him with his displays and took pictures of their tile displays and submitted these to Director Krantz. Commissioner Brown said when the Commission does a plan review we need to have the elevations, layouts, and basically the applicant's complete proposed plans and not the plans or display of another business's plans and displays. We need to know exactly what the layout will be and what the sign will look like. He said we have nothing and that he was not in favor of this proposal.

Mayor Willson said he remembers the Hoods on the Rock Road and the Hoods in West Alton, Illinois and how there would be stacks of unlabeled cans of paint, bins of unmarked air filters and piles of kitchen cabinets and tiles that were missing parts or had dings and damage. Hoods was the place you could buy tools and nails and such by the pound and they were junk stores. At Hoods one would not buy kitchen cabinets for your home, but maybe for a lake cabin. He said unfortunately, his impression of these early Hoods stores has been ingrained since he was a teenager. He said it was suggested that he look at the Hoods store at Telegraph Road so he did and the first thing he saw was every window covered with some kind of advertising. He was not impressed and expressed his concerns to Director Krantz and Mr. Gunn. He said then Mr. Courtois tells us tonight that the Hoods on Telegraph Road, New Halls Ferry and Natural Bridge are not the same Hoods, not owned by the same people, and not the same store. Mayor Willson said if this is the case then why doesn't Mr. Courtois dissociate himself from the Hoods name and just name his new store "Renovations". But if Mr. Courtois wants to continue using the Hoods name for whatever reason, then use it on the inside or on business cards, just not on the exterior. He said he's not convinced that this is something favorable for Manchester and, like Commissioner Brown, he also wants to see drawings, pictures, and signage that show the Commission that this store is a whole different concept. He said that's a nice complex back there and the applicant has short changed us on what we expect that building to look like.

Commissioner Smith said with all respect to the mayor, he's trying to look at this without considering the Hoods name as part of the application or the perceived reputation and he didn't have a problem looking at this as a completely new concept, completely disassociated with the Hoods of the past. He said he feels there is potential here for something that could be a good fit in Manchester. However, as other Commissioners have stated, he doesn't think there is quite enough information for us to make a completely fair evaluation of what the applicant plans to do with the storefront and exterior elevation. He said it is important to have an attractive appearance, especially at this location. He said we have some isometrics and a good floor plan of what the interior space is and how it will be arranged but that should be supplemented with some renderings and descriptions of what the base interior finishes might be to give us a better idea of what it will look like when it's completed. He said right now we only have photographs of other facilities that are warehouse looking in appearance with open ceilings and exposed bar joist and unfinished floors and pallets all around and this is not what we would like to see at this location. He said he believes this discussion is worth continuing however he agrees that we need more information in order to make a fair evaluation.

Alderman Clement said he agreed with Commissioner Smith. He said he sees a possibility, but that more detail is needed. He said the name of Hoods by itself probably is unacceptable. The name "Renovations by Hoods" may be acceptable if "Renovations" was in a large format and "by Hoods" was under that in a much smaller font. He said he wants to see the schematic, the diagram of what that exterior of that building will look like. He said he'd viewed that building two weeks ago and felt there could be a bit more done to the front of that building with paint and design to make it even more attractive than it currently is. He said he wants to see the conditions laid out by the City met and the interior plans for the building, per the photos you gave us, meet or exceed what we see here and that we have a detailed view of what the exterior and signage will look like. He said if you are not willing to except that the title of the signage, "Renovations by Hoods" in the format described, then he feels there is a problem.

Commissioner Truesdell said in terms of process, if the Commission were to agree to make a favorable recommendation to the Board and the Board approved the Special Use Permit, do we approve the site plan from there and have any input into the appearance of the building. Mr. Gunn said if the

Commission were to make a favorable recommendation, then it should contain every condition that you want to impose because if you don't impose it then you may not be sending the right message to the Board that they should impose those conditions. He added that the Board has the ability to choose whether to except or ignore any conditions you might suggest.

Commissioner Truesdell asked as a matter of procedure would there have to an application for site plan approval following the issuance of the Special Use Permit. Mr. Gunn said the site plan that you are looking for would be part of the conditions imposed in the ordinance, that it be constructed in a manner consistent with the site plan that is attached as an exhibit. Mr. Gunn said the Commission will not have to worry about it again once it leaves here because all of those things will be included in the ordinance, but he felt there is much more to be discussed and that the Commission is no where near approving this now; this will be a much more prolonged process.

Mr. Gunn said he did not want to in any way cross examine Mr. Jacober; he would not like it if it was done to him. He then said he would like to make a statement that Mr. Jacober could refute, but the photographs contained in the documents given to the Commission tonight are not reflective of any Hoods location currently being operated.

Commissioner Truesdell said to confirm, there are no immediate plans to for any exterior modifications except to put a sign up. Mr. Jacober said that had been the intention thus far. Commissioner Truesdell asked if the interior set up will be per the diagram. Mr. Jacober said it would. Commissioner Truesdell said there is nothing in this diagram about the store's flooring or elevations of different displays and furthered the comments of the other Commissioners that there is not enough information to make a decision.

Commissioner Truesdell said his day job is an in-house counsel for Fleishman-Hillard's Public Relations firm so one of the things he is attuned to is brand equity. From the comments made tonight, there is this "love" for the Hoods name but yet Hoods doesn't have control over all these other entities out there that are operating under the Hoods name and they are not necessarily responsible for that. He said he is having problems with understanding where the equity is in the Hoods name if there are these other Hoods operations going on which this Hoods and this ownership group had not control over in terms of quality standards, presentation, etc. It would seem that by naming this store Hoods, you're putting yourselves at the mercy of what these other Hoods entities are doing that you have no control over in terms of the perception of the public. He said perhaps you can elaborate further on that and tell this Commission what is the brand equity with Hoods why naming the store Hoods is your preferred option. He asked what the origin of the Hoods name was and was told it is a family name that went back to the Founder.

Commissioner Truesdell asked if this Hoods is affiliated with the Hoods in Osage Beach and Eldon. He was told the Eldon location is gone and it was no relationship. He said he'd visited the Eldon location once and was afraid to walk into it.

Mr. Jacober said he would try to hit all the points. He thanked the City Attorney for not trying to cross examine him. He said those pictures are color pictures of Timberlake line of product that we will be selling and not pictures of an existing Hoods location. He said the most pressing item that the Commission has is the name, "Renovations by Hoods" and he would have Mr. Tim Meyer discussed this issue.

Mr. Tim Meyer said Hoods is his wife's maiden name. To the Mayor he said that all those years ago, the Mayor had seen Hoods at an early stage. He said Hoods has evolved and in terms of renovations, he anticipates that his biggest SKU will be kitchen cabinets. He said that's based on the experience he has in his stores now and that Hoods is known for kitchen cabinets. He said he buys quite a few of them each year, but doesn't have an excessive supply of them currently. He said there is name recognition in that and for us that is value. He said his second biggest SKU is flooring. He said therein that name is beneficial to those products. He said with the selling of the cabinets they have seen what price point is growing in sales even in this economy. He said if it were the low end, cheaper, unfinished product that was growing, I would call it "Hoods". But for us the upper end cabinets are starting to sell which is becoming the biggest portion of our cabinet sales. He said they

are stepping away from the Hoods name and making it different with “Renovations by Hoods”. He said because of your request, we had the “by Hoods” designed very small, off center, and just under the word “Renovations”. The sign will be formatted in a more architectural style lettering to give it an updated look. He said our sales show us that it is the higher end cabinets that are selling and that’s why we are pulling away from the Hoods, but it also has a lot of value to us in recognition of what we sell.

Alderman Clement asked if there are any other “Renovations” stores with this new concept around. Mr. Meyer said this will be the first.

Mayor Willson said when Weekends Only came to this Commission wanting to come into Manchester, they said they had a new concept and were doing a totally different looking store than any other Weekends Only store around. There would be no warehouse look of furniture as in the other stores. And when they came with their new site plan and concept, they provided us with several color renditions and some beautiful graphic artwork of what the interior and exterior was going to look like. When we saw that it was totally different than any other Weekends Only store. The Commission found their initial exterior color scheme unacceptable and two weeks later they returned with their architect and showed us their new revised look with a cleaner color scheme and appropriate landscaping. He said when Weekends Only had their grand opening, we were all invited and we found that it looked exactly like the site plan they had provided to us and that we had approved. He said bottom line we want the same from Hoods. We want to know exactly what it is going to look like. He added that he was a salesman for 35 years and Hoods hasn’t sold him on this “Renovations” concept yet. This store could really enhance the south side of Manchester, but we don’t know what it’s going to look like. We invite you to come back with renditions and pictures and drawings and more things that will show us what this store will look like. Mr. Meyer said that wasn’t a problem because each of these drawings with cabinet displays can be printed off the computer.

Commissioner Brown said to just print off a picture is not what we want. He said every store he built, there were elevations, drawings that show all the views, the flooring, every aspect of the build is shown. He compared it by saying, wives have visions of what they want their kitchens and bathrooms to look like, but he doesn’t have this vision about Hoods. He said you gentlemen need to think more about how you can present a good vision of what you plan to do to everyone on this Commission. Your presentation tonight was vague and incomplete leaving the Commission with the vision of the old Hoods.

Commissioner Truesdell said what he is hearing from the Commission is that we need much more information. He said to Mr. Jacober that although he may still have a list of questions to answer, it was safe to say that Mr. Jacober interjected that he believed he’s gone through all the questions but that the comments are basically “give us more, give us more”, which we will comply with and certainly give the Commission what we think is what you’ll need to see. He added the only question he wrote down was how “by Hoods” was going to be on the name. He said he feels they have addressed that but that they would get more mock ups and drawings and elevations...more of everything as per his notes.

Alderman Clement said if “Renovation by Hoods” where “by Hoods” is one tenth the size of “Renovations” it would diminish his objections. He said “Renovations” should be clearly the name of this store that we see.

Commissioner Truesdell asked if Mr. Jacober’s client would be unwilling to move forward with opening his business in the City of Manchester without some mention of the name “Hoods” in the name. Mr. Jacober said that frankly they hadn’t talked about it in depth perspective. He said their plan includes “Renovations by Hoods” and that’s how we want to move forward at this point. He said if that’s rejected what the response will be.

Commissioner Truesdell said his concern is that Manchester has the Weekends Only which is a store that is atypical for Manchester, a discount retailer that, although we have a nice store here, has a reputation for being low end merchandise. And now we will have a “Hoods” that will be across the street and the concern is that this corridor is going to become “discount central.” He suggested that the

Commission table this matter for the submission of additional information by the applicant to include detailed site plans, mock ups, signage mockups, elevations, etc. He said the Commission just doesn't have the complete information on this to make a decision tonight.

Commissioner Brown made the motion to table CASE #11-SUP-005. Commissioner Smith seconded the motion; it was passed by voice vote. The vote taken was recorded as follows:

<u>Ayes</u>	<u>Nays</u>	<u>Abstentions</u>	<u>Excused</u>
5	0	0	2

7. PLANNING AND ZONING DIRECTOR'S REPORT

Planning and Zoning Director Kraintz said that Nordstrom Rack is underway. Currently there are not other cases submitted and if Hoods does not return with the requested information by next week, there will not be a Planning and Zoning meeting the Monday after Thanksgiving.

8. EX-OFFICIO'S REPORT

Alderman Clement said two weeks ago was the Tuscan Valley Subdivision cases and all came before the Board a week ago. All were accompanied by emergency legislation requests, which means the builder was seeking resolution that night and Board granted it and approved all issues and the development of this subdivision.

9. COMMENTS FROM THE PLANNING AND ZONING COMMISSION

Commissioner Truesdell welcomed Joni Korte to the Commission and commented that she will see how much fun they all have.

Commissioner Brown said he'd attended the grand opening of the Chinese Gospel Church. He said he was very impressed with their facility and in their Chinese/English presentation.

10. ADJOURNMENT

Commissioner Truesdell made the motion to adjourn the Planning and Zoning Commission meeting of November 14, 2011, at 8:26 p.m. Motion seconded by Commissioner Korte; motion approved by voice vote. The vote taken was recorded as follows:

<u>Ayes</u>	<u>Nays</u>	<u>Abstentions</u>	<u>Excused</u>
5	0	0	2

Respectfully submitted by Cynthia M. Holten, Recording Secretary

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